

ORDER



WKYC

Orders	Order / Rev:	690941	
	Alt Order #:	06179930	
	Product Desc:	NRCC-IE 2012	
	Estimate:	2601	
	Flight Dates:	09/28/12 - 10/04/12	
	Original Date / Rev:	06/15/12 / 10/05/12	
	Order Type:	Political	
		Primary AE:	WKYC
		Sales Office:	Joe Knauer
		Sales Region:	T-WAS
			NAT

Agency	Name:	National Media Research Planning/ PC	
	Buying Contact:	Billing Type:	Cash
	_____ _____ _____ _____		_____ _____ _____ _____
	Billing Contact:	Billing Calendar:	Broadcast
	_____ _____ _____ _____		_____ _____ _____ _____
	815 Slaters Lane	Billing Cycle:	EOM/EOC
	_____ _____ _____ _____		_____ _____ _____ _____
	Alexandria, VA 22314	Agency Commission:	15%
	_____ _____ _____ _____		_____ _____ _____ _____

Advertiser	Name:	NRCC-IE	
Demographic:	A25-54	New Business Thru:	
Product Codes:	PL-State/Local,IS-Issue/Non	Order Separation:	00:15:00
Priority:	P-5	Advertiser External ID:	
Revenue Codes:	AGY, GEN, POL	Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
08/27/12	09/30/12	18	\$34,500.00	\$29,325.00	September 2012	18	\$34,500.00	\$29,325.00	0.00
10/01/12	10/04/12	28	\$37,800.00	\$32,130.00	October 2012	28	\$37,800.00	\$32,130.00	0.00
					Totals	46	\$72,300.00	\$61,455.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Joe Knauer Start Of Order - End Of Order 100%

Ln	Ch	Start	End	Inventory	Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	09/28/12	09/28/12	M-F	11-1135p	CM	11-1135p	-----F--	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
CH 3 NWS AT 11																
<u>Start Date</u>		<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week: 09/24/12		09/30/12		-----F--		1		\$2,000.00	0.00							
E 2	WKYC	09/28/12	09/28/12	Tonight Show		CM	1135p-1237a	-----F--	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
TONITE SHW-NBC																
<u>Start Date</u>		<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week: 09/24/12		09/30/12		-----F--		1		\$900.00	0.00							
E 3	WKYC	09/28/12	09/28/12	M-F	5-6a	CM	5a-6a	-----F--	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
CH3 NEWS SUNRS																
<u>Start Date</u>		<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week: 09/24/12		09/30/12		-----F--		1		\$500.00	0.00							
E 4	WKYC	09/28/12	09/28/12	M-F	5-6p	CM	5p-6p	-----F--	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
DR. PHIL																
<u>Start Date</u>		<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week: 09/24/12		09/30/12		-----F--		1		\$1,000.00	0.00							
E 5	WKYC	09/28/12	09/28/12	M-F	6-630p	CM	6p-630p	-----F--	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
CH 3 NWS AT 6																
<u>Start Date</u>		<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							

Order / Rev: 690941
Alt Order #: 06179930
Flight Dates: 09/28/12 - 10/04/12

Advertiser: NRCC-IE
Product Desc: NRCC-IE 2012
Estimate: 2601

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 5	WKYC	09/28/12	09/28/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	-----F--	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
CH 3 NWS AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	09/24/12	09/30/12	-----F--			1	\$1,800.00			0.00					
E 6	WKYC	09/28/12	09/28/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	-----F--	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
CH3 NEWS TODAY															
E 7	WKYC	09/28/12	09/28/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	-----F--	:30	1	\$2,200.00	P-3	0.00	NM	2	\$2,200.00
NBC NITELY NWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	09/24/12	09/30/12	-----F--			1	\$2,200.00			0.00					
Spot	Ch	Date Range	Description			Start/End Time				Weekdays	Length	Rate	Rtg	Type	
1	NKYC	09/24/12-09/30/12	Nightly News			M-Su 6:28p-7p				-----F---	:30	(\$2,200.00)	0.00	NM	
See MG 7.2,7.3 [NA/Oversold]															
2	NKYC	09/30/12-09/30/12	Meet the Press			1030a-1130a				-----Su	:30	\$2,000.00	0.00	NM	
(M)	MG	for 7.1	09/28												
3	NKYC	10/01/12-10/04/12	M-F 11a-1230p			11a-1230p				MTWTh-----	:30	\$200.00	0.00	NM	
(M)	MG	for 7.1	09/28												
E 8	WKYC	09/28/12	09/28/12	M-F 7-9a Today Today Show	CM	7a-9a	-----F--	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	09/24/12	09/30/12	-----F--			1	\$1,500.00			0.00					
E 9	WKYC	09/28/12	09/28/12	M-F 730-8p Entertainment Tonight	CM	730-8p	-----F--	:30	1	\$1,600.00	P-3	0.00	NM	1	\$1,600.00
ENT TONIGHT 30															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	09/24/12	09/30/12	-----F--			1	\$1,600.00			0.00					
E 10	WKYC	09/28/12	09/28/12	Fri Prime B GRIMM	CM	9-10p	-----F--	:30	1	\$2,800.00	P-3	0.00	NM	1	\$2,800.00
GRIMM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	09/24/12	09/30/12	-----F--			1	\$2,800.00			0.00					
E 11	WKYC	10/01/12	10/01/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	M-----	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/01/12	10/07/12	M-----			1	\$500.00			0.00					
E 12	WKYC	10/01/12	10/01/12	M-F 5-6p Dr. Phil	CM	5p-6p	M-----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/01/12	10/07/12	M-----			1	\$1,000.00			0.00					
E 13	WKYC	10/01/12	10/01/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	M-----	:30	1	\$1,800.00	P-3	0.00	NM	0	\$0.00
CH 3 NWS AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/01/12	10/07/12	M-----			1	\$1,800.00			0.00					
Spot	Ch	Date Range	Description			Start/End Time				Weekdays	Length	Rate	Rtg	Type	
1	NKYC	10/01/12-10/07/12	M-F 6-630p			6p-630p				M-----	:30	(\$1,800.00)	0.00	NM	
See MG 13.2 [Per Management]															
2	NKYC	10/04/12-10/04/12	M-F 6-630p			6p-630p				---Th----	:30	(\$1,800.00)	0.00	NM	
(M)	Credited														
E 14	WKYC	10/01/12	10/01/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	M-----	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00

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Ln	Ch	Start Date	End Date	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
CH3 SU MRN NWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	09/24/12	09/30/12		S			1	\$1,000.00				0.00			
E 25	WKYC	10/04/12	10/04/12	M-F 11-1135p	CM	11-1135p	---	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
Channel 3 News at 11p M-F															
CH 3 NWS AT 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/01/12	10/07/12		T---			1	\$2,000.00				0.00			
E 26	WKYC	10/04/12	10/04/12	Tonight Show	CM	1135p-1237a	---	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
Tonight Show															
TONITE SHW-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/01/12	10/07/12		T---			1	\$900.00				0.00			
E 27	WKYC	10/04/12	10/04/12	M-F 5-6a	CM	5a-6a	---	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
Channel 3 News @ 5AM															
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/01/12	10/07/12		T---			1	\$500.00				0.00			
E 28	WKYC	10/04/12	10/04/12	M-F 6-630p	CM	6p-630p	---	:30	1	\$1,800.00	P-3	0.00	NM	0	\$0.00
Channel 3 News at 6p															
CH 3 NWS AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/01/12	10/07/12		T---			1	\$1,800.00				0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>				<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>	
1	NKYC	10/01/12-10/07/12	M-F 6-630p		6p-630p					Th-----	:30	(\$1,800.00)	0.00	NM	
Credited															
E 29	WKYC	10/04/12	10/04/12	M-F 6-7a	CM	6a-7a	---	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
Channel 3 News Today @ 6AM															
CH3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/01/12	10/07/12		T---			1	\$1,200.00				0.00			
E 30	WKYC	10/04/12	10/04/12	Nightly News	CM	M-Su 6:28p-7p	---	:30	1	\$2,200.00	P-3	0.00	NM	1	\$2,200.00
Nightly News															
NBC NITELY NWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/01/12	10/07/12		T---			1	\$2,200.00				0.00			
E 31	WKYC	10/04/12	10/04/12	M-F 7-9a Today	CM	7a-9a	---	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
Today Show															
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/01/12	10/07/12		T---			1	\$1,500.00				0.00			
E 32	WKYC	10/04/12	10/04/12	M-F 730-8p	CM	730-8p	---	:30	1	\$1,600.00	P-3	0.00	NM	1	\$1,600.00
Entertainment Tonight															
ENT TONIGHT 30															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/01/12	10/07/12		T---			1	\$1,600.00				0.00			
E 33	WKYC	10/02/12	10/02/12	M-F 11-1135p	CM	11-1135p	-T-----	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
Channel 3 News at 11p M-F															
CH 3 NWS AT 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/01/12	10/07/12		T-----			1	\$2,000.00				0.00			
E 34	WKYC	10/02/12	10/02/12	Tonight Show	CM	1135p-1237a	-T-----	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
(11:35 PM-12:35 XM)															
TONITE SHW-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/01/12	10/07/12		T-----			1	\$900.00				0.00			
E 35	WKYC	10/02/12	10/02/12	M-F 5-6a	CM	5a-6a	-T-----	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
Channel 3 News @ 5AM															
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/01/12	10/07/12		T-----			1	\$500.00				0.00			

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 47	WKYC	10/03/12	10/03/12	M-F 730-8p	CM	730-8p	--W---	:30	1	\$1,600.00	P-3	0.00	NM	1	\$1,600.00
Entertainment Tonight															
ENT TONIGHT 30															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	--W---		1	\$1,600.00			0.00					
													Totals	46	\$72,300.00